



NC DRIVER'S LICENSE COLOR CODES

STOP

RED BORDER means the driver's license holder is 15-17 years of age. Do NOT sell alcohol and tobacco.

CAUTION

YELLOW BORDER means 18-20 years of age. You may sell tobacco, but NOT alcohol.

O.K.

GREEN BORDER means 21 years of age or older. You may sell alcohol and tobacco.



NORTH CAROLINA
Health  Wellness
TRUST FUND

State of North Carolina
NC Health and Wellness Trust Fund
Department of Health and Human Services
Department of Crime Control and Public Safety

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CHECK ID

IF YOU SEE RED THE TOBACCO SALE IS DEAD



North Carolina state law requires retail merchants to check photo identification of customers trying to buy tobacco products if the customer appears to be under the age of 18.





YOUTH ACCESS TO TOBACCO

North Carolina is required by a federal law known as the Synar Amendment to enforce a state law that does not allow the sale of tobacco products to people under age 18.

In North Carolina, the Division of Alcohol Law Enforcement is the lead agency for education and enforcement on tobacco and works with local police and sheriff’s departments. Compliance checks act as an enforcement tool and allow authorities to determine how well the law is being followed.

The N.C. Department of Health and Human Services also has the authority to work with minors to conduct compliance checks as required by the federal Synar Amendment.

In 2000, the N.C. Division of Motor Vehicles released a new driver’s license and identification card design. This card design can help retail employees stop the purchase of alcohol and tobacco products by underage persons.

In 2008, the Division of Motor Vehicles introduced a new, vertical card design for licenses and identification cards issued to individuals under the age of 21. The horizontal licenses continue to be issued for those 21 and older, and the color coding is still used on both designs.

RETAIL MERCHANTS

Responsibilities:

- Required by state law to train all sales employees in the requirements of the law.
- Required by state law to prominently display a sign near the point of sale, which states: *N.C. law strictly prohibits the purchase of tobacco products by persons under age 18. Proof of age required. Failure to post the required signs will be an infraction punishable by a fine of \$25 for first offense and \$75 for each succeeding offense.*
- Refuse the sale:
 - If the customer looks underage and does not have a photo identification;
 - If the minor presents a note written by a parent requesting tobacco products; or
 - If an adult is purchasing tobacco products for a minor.
- When you refuse a sale, inform the customer that you refused the sale because it is illegal for you to sell tobacco products to a minor.

What is the penalty for violating the state law? If convicted of an illegal sale and/or failure to demand proof of age, you are guilty of a Class 2 Misdemeanor (punishable by up to 30 days of community service and up to a \$1,000 fine).

PERSONS UNDER AGE 18 – RED FLAG!

The state law makes it illegal for minors:

- To buy tobacco products;
- To attempt to buy or receive tobacco products;
- To use false or misleading proof of age identification to buy tobacco products.

As part of the Red Flag Tobacco Enforcement Campaign, retailers should know that minors under the age of 18 will have a RED border around their picture, a RED stripe across the bottom of their license and a RED NCDMV logo in the upper right-hand corner of the license. The phrase “Under 18” will appear on the right-hand side of the driver’s license or identification card picture.

DETECTING FALSE I.D.s

- Be sure the photo matches the appearance of the customer. Compare the hairline, eyebrows and chin shape on the photo—these are the most difficult features to change.
- Always hold the I.D. in your hand and feel for any unusual raised surfaces.
- Check the size, thickness and edges of the I.D.; ragged edges may indicate tampering.
- Pay special attention to the date-of-birth area. Check for:
 - Erasure marks
 - Crooked type
 - Type style changes
- After checking the I.D., if you believe it is false, return the I.D. and refuse the sale.

WHAT ELSE CAN I DO TO MAKE SURE I DO NOT SELL TOBACCO TO MINORS?

- Carefully check the date of the photo identification. Do not assume that a young person is 18 if they hand you an I.D.
- Check the expiration date. If it is expired, it is not a valid I.D.
- Practice your response for refusing to sell tobacco products to a person under the age of 18.
- Post a small sign on the cash register that indicates the year a person would have to be born to be 18 years of age.
- Make sure your co-workers are asking for I.D.
- If your co-worker forgets to ask, then ask the customer yourself.



YOUTH AND TOBACCO: THE FACTS

- Nearly 12,000 kids become new smokers in North Carolina each year.
- Over 190,000 kids under 18 and alive in North Carolina today will ultimately die prematurely from smoking.
- 90% of adult smokers in North Carolina began using cigarettes before age 18. The average age that people start smoking is 13.
- Each year more than 14,500 North Carolinians die from diseases caused by smoking and tobacco use, including heart disease, cancer and emphysema.
- Tobacco contains the addictive drug nicotine, which is more addictive than heroin.
- More people die from the health effects of tobacco use than the combined total of people who die from alcohol, AIDS, car crashes, illegal drugs, murders and suicides.
- Smokeless tobacco causes oral health problems than can lead to cancer of the gums, cheeks and throat.
- Secondhand smoke is a cancer-causing agent in humans and a serious health hazard for children.

For more information, contact the following agencies:

N.C. Department of Crime Control and Public Safety
Division of Alcohol Law Enforcement
919-733-4060 or 1-877-253-2436 or 1-877-ALE AGENT (toll free)
www.ncale.org

N.C. Department of Health and Human Services
Tobacco Prevention and Control Branch
919-707-5400

Community Policy Management Section
Office of Prevention
919-715-5989

North Carolina Health and Wellness Trust Fund
(919) 981-5000
www.healthwellnc.org

American Cancer Society
Southeast Division
919-334-5218 or 1-800-ACS-2345

American Lung Association of N.C.
919-832-8326 or 1-800-LUNG-USA

American Heart Association
Mid-Atlantic Affiliate
919-463-8300 or 1-800-284-6601